



Reach Out and Read - Iowa

Making books part of a healthy childhood

Our Mission:

The mission of Reach Out and Read is to make literacy promotion a standard part of pediatric primary care, so that children grow up with books and a love of reading.

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Reach Out and Read - Iowa at the State Capitol

Reach Out and Read - Iowa (ROR-Iowa) introduced the Coalition to Iowa's state legislators by participating in and hosting several successful events. In mid-February, ROR-Iowa participated in the Blank Children's Hospital Legislative Reception. Blank's clinic is a ROR site and long-time advocate for early literacy intervention. Together with the Iowa Chapter of the American Academy of Pediatrics (IA AAP), Blank identified expansion of ROR-Iowa as a priority in the Legislature this year. We were excited to participate in their well-attended event and share ROR-Iowa successes throughout the state.

ROR-Iowa also participated in Early Childhood Iowa's Day on the Hill where early childhood programs and advocates from across the state showcased initiatives aimed at serving Iowans ages birth to five years. The event provided a unique opportunity to share successful ROR outcomes with lawmakers as we made the case for a state appropriation to help ROR-Iowa expansion efforts.

Appreciation goes to all those who joined us at these ROR-Iowa legislative events, including ROR-Iowa Advisory Committee members Dr. Nader Ajluni, Matt McGarvey and Linda Plummer. Dr. George Phillips, IA AAP Vice-President, Dr. Jen Groos, Dr. Marthe Phelps, Dr. Brandi Irwin, and Jane Fogg also attended and lent their support.

In late February, Community Health Care, Inc. in Davenport, hosted Representatives Elesha Gayman (D, Davenport), Jim Lykam (R, Davenport), and Jamie Van Fossen (R, Davenport), along with Senators David Hartsuch (R, Bettendorf) and Frank Wood (D, Eldridge). The Iowa legislators toured the health center and observed the ROR program. Each legislator read aloud to children, and a book was donated in their name for the literacy-rich waiting room. The community health centers demonstrate exceptional commitment to the ROR mission and model, and the visit provided an opportunity to highlight our partnership with them.

A great opportunity to meet with legislators and share your support for ROR-Iowa comes after the end of the Legislative session. To learn more about events hosted by your legislator, check local newspapers and websites for legislators and the Iowa General Assembly (www.legis.state.ia.us).



Senator Frank Wood of Eldridge (left) and Representative Elesha Gayman of Davenport (right) read to children during a visit to Community Health Care, Inc. in Davenport

Local Empowerment Boards – A Community Resource for Early Childhood

Based on the idea that local communities are most effective at identifying and meeting the needs of their own members, Empowerment is a collaboration between local and state government with the goal to integrate and coordinate an early care, health and education system for the youngest Iowans.

There are 58 Community Empowerment Areas (CEA) statewide representing all 99 counties. Each area has a citizen-led board supporting activities based on the commitment to achieving these results:

- Healthy Children
- Children Ready to Succeed in School
- Safe and Supportive Communities
- Secure and Nurturing Families
- Secure and Nurturing Child Care Environments

Reach Out and Read-Iowa sites should begin a relationship with their local Empowerment Boards today. Of particular interest to Reach Out and Read-Iowa sites is the allocation of School Ready Grants in local communities. These grants provide comprehensive services for children ages birth through five years, including parent support and parent education. Some sites already initiating a relationship with their local Empowerment Board have found Reach Out and Read-Iowa to be a perfect fit with the priorities of their local Empowerment.

Go to <http://www.idph.state.ia.us/webmap/default.asp?map=empowerment> to view a map of local Community Empowerment Board contact information.

Go to <http://www.dom.state.ia.us/empowerment/index.html> for more information on Community Empowerment.

Thanks from ROR-Iowa!

Thanks go to the following --

- **Variety Club of Iowa**
- **Greater Des Moines Community Foundation**
- **Wellmark Foundation**
- **Rotary District 6000**

Through their generous support, ROR-Iowa purchased thousands of books to support Iowa's Reach Out and Read sites. The Coalition takes advantage of bulk purchase opportunities to stretch these dollars further, putting books in the hands of even more children.

Target Community Giving Grants - Available Now!

Target Community Giving grants are now available for 2008. This year, applications will only be accepted ONLINE. Applications will be accepted between March 1, 2008 and May 31, 2008.

If you plan to apply, please let ROR-Iowa Program Director Molly Olinger Topf know, so she can assist you. Materials to assist you with the application process can be found at www.myror.org/fund_materials.aspx.



Iowa Senator David Hartsuch of Bettendorf reads to a child at Community Health Care, Inc. in Davenport. Davenport-area legislators visited the Reach Out and Read Site in February.

Birdies for Charity - Call for Pledges!

Reach Out and Read – Iowa is taking part in a new program sponsored by The Principal Charity Classic golf tournament on May 28 – June 1. Birdies for Charity is a fundraising vehicle designed to give participating charities an opportunity to generate contributions based on the number of “birdies” made by PGA Champions Tour players. ROR-Iowa will keep 100% of the pledges made on its behalf!

Make your pledge for Reach Out and Read-Iowa now, and learn more, by going to www.principalcharityclassic.com/pcc-birdies.php. Be sure to share this with friends and colleagues and invite them to pledge too!

Introducing the New ROR Program Director

Molly Olinger Topf brings to Reach Out and Read – Iowa more than 13 years' experience as Community Relations Manager at Barnes & Noble, during which she successfully developed and executed an effective, results-oriented, local community relations program designed to maximize sales growth and increase customer traffic through community involvement and outreach that resulted in top sales for the district and the region. In her role, Molly cultivated and maintained positive relationships with over 50 educational, literacy, literary, cultural, and arts organizations in the Des Moines area; executed and managed events; managed scheduling, budgeting, team-building, training, and staff development; worked with the media and in public relations; and coordinated fund-raising book fair opportunities totaling over \$100,000/year with non-profit organizations. Molly lives in Des Moines with her husband James and two-year-old daughter Elizabeth.

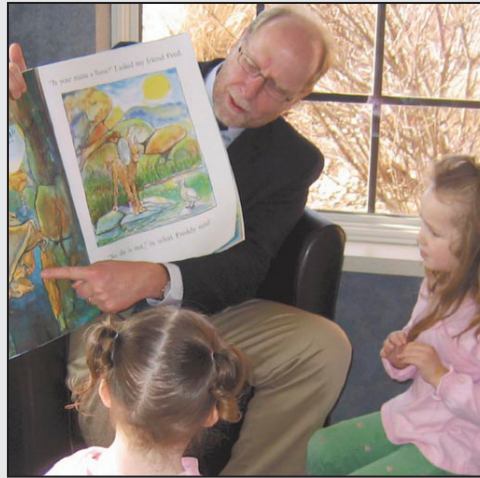
Representative Loeb sack Visits ROR Sites

Eastern Iowa's Reach Out and Read sites hosted Congressman Loeb sack in March as he visited the following clinics:

- Cedar Rapids Pediatrics
- University of Iowa Family Care – Lone Tree
- University of Iowa Family Care – Wapello
- University of Iowa Family Care General Pediatrics – Iowa City
- Van Buren County Hospital – Keosauqua
- Ottumwa Pediatrics

A strong supporter of ROR's federal efforts and funding request, Representative Loeb sack visited clinics and spoke with ROR site coordinators, medical directors, staff, and families. He also read to children at each clinic. Congressman Loeb sack said his own childhood in poverty convinced him the ROR program is a good one, saying, "I could've benefited from a program like this. To me, it's a perfect way to reach those kids with books."

If you are a constituent in his district, please send him an email thanking him for his support and visiting the great ROR sites in your area. Congratulations and thank you to the sites that hosted the Congressman. This was a wonderful opportunity for communities to demonstrate the partnerships created with the ROR model, and spread the word about its benefits to children, families, providers, and communities.



Visits with Iowa's Congressional Delegation

On February 27, ROR-Iowa Coalition Leader, Dr. Mary Ann Abrams, and Program Director, Molly Olinger Topf, met with Iowa's Congressional delegation in Washington, DC to highlight ROR's successes throughout Iowa, and to advocate to restore ROR's FY09 federal funding that provides critical support for thousands of local ROR sites across the country. ROR was circulating a letter to the appropriators in both the House and Senate urging support for \$10M for ROR in FY09. Representatives Loeb sack, Braley, and Boswell signed onto the House letter and Senator Grassley championed the Senate letter. ROR-Iowa staff also urged Members of Congress to sponsor the Prescribe a Book Act (PABA), a bill that would authorize ROR as a competitive grant program through the reauthorization of the No Child Left Behind Act and properly support ROR in the long term. Senator Grassley is cosponsoring PABA in the Senate. We are working on getting cosponsors to the companion bill in the House now.

ROR-Iowa appreciates the support of our Congressional delegation, and encourages you to contact your Representative and Senator to thank them for and encourage their support for ROR. You can do this easily by going to www.capwiz.com/ror to get their contact information. Stay tuned for Action Alerts about contacting your representatives. In addition, ROR-Iowa hopes to host members of Congress on visits to local sites to see ROR in action. (See article on Representative Loeb sack visits.)

ROR-Iowa Sites

- McFarland Clinic/Raising Readers, Ames
- UI Family Care Center--Belle Plaine
- Cedar Rapids Medical Education Foundation
- Cedar Rapids Pediatrics
- Pediatric Center, P.C., Cedar Rapids
- Centerville Medical Clinic
- Alegent Health Rosary Medical Clinic, Corning
- Wayne Family Center, Corydon
- Council Bluffs Community Health Center, Inc.
- Community Health Care, Inc., Davenport
- Dallas Center Medical Associates PC
- Genesis Family Medical Center, Davenport
- Genesis Health Group, Davenport
- Northeast Iowa Maternal/ Child Health, Decorah
- Deer Creek Family Care, Toledo
- Blank Children's Hospital, Des Moines
- House of Mercy Free Medical Clinic, Des Moines
- La Clinica de la Esperanza, Des Moines
- Mercy East Pediatric Clinic, Des Moines
- Mercy/Mayo Family Practice Residency Program, Des Moines
- Burgess Family Clinics, Dunlap
- Community Health Center of Fort Dodge
- Mid-Iowa Pediatrics, Fort Dodge
- Trimark Pediatrics, Fort Dodge
- Franklin Medical Center, Hampton
- Trimark – Humboldt
- Van Buren County Hospital, Keosauqua
- Knoxville Hospital and Clinics
- University of Iowa Health Care - Iowa City
- University of Iowa Hospitals and Clinics Family Practice, Iowa City
- Alegent Health - Logan Clinic, Logan
- UI Family Care - Lone Tree
- Lowden Family Medical Clinic
- MercyCare Physicians, Marion
- McFarland Clinic PC, Marshalltown
- University of Iowa Family Care Center - North Liberty
- Ottumwa Pediatrics
- River Hills Community Health Center, Ottumwa
- Ronda Dennis-Smithart, MD, PC, Oskaloosa
- UI Family Care - Perry
- UI Family Care - Southeast Iowa City
- UI Family Care - Sigourney
- Sioux Center Community Hospital and Medical Clinic
- Prairie Pediatrics & Adolescent Clinic, PC, Sioux City
- Siouland Community Health Center, Sioux City
- United Community Health Center, Storm Lake
- Primary Health Care, Inc., Urbandale
- University of Iowa Family Care - Wapello
- Peoples Community Health Clinic, Waterloo
- Community Health Centers of Southeastern Iowa, Inc., West Burlington
- Dennis P. Porto, MD, West Des Moines
- Iowa Health Physicians Clinic, West Des Moines
- Mercy Pediatric Clinic, West Des Moines



**I Want to Support Reach Out and Read - Iowa
to Help Children Grow Up with Books and a Love of Reading!**



- \$27.50 Provides 10 new books for one child.
- \$55 Provides 20 new books for one child.
- \$100 - \$299 Illustrator's Circle - Provides between 35 to 110 new books for children.
- \$300 - \$499 Publisher's Circle - Provides six months of books to children at one small clinic.
- \$500 - \$999 Author's Circle - Provides one year of books to children at one small clinic.
- \$1,000 - \$2,499 Silver Reader's Circle - Provides six months of books to children at one large clinic.
- Other \$ _____

- Enclosed is my check payable to
Reach Out and Read - Iowa.
- I will notify my employer of my gift and request a matching
gift form.

Your contribution is tax-deductible to the fullest extent of the law.

Name _____
Address _____
City _____
State _____ ZIP _____
Telephone _____
Email _____

Business Home

Cut along the line and send with your donation to:

Reach Out and Read - Iowa
P.O. Box 1382
Johnston, IA 50131



Reach Out and Read - Iowa
P.O. Box 1382
Johnston, IA 50131

ADDRESS SERVICE REQUESTED